

Economic Development Director

Department: City Manager's Office
Reports to: City Manager
FLSA: Exempt

SUMMARY

An employee of this class Actively supports and upholds the City's stated mission and values. Employees of this classification are responsible for process level decision making (decisions concerned with the selection of a process for accomplishing work.) Duties are heterogeneous (requiring varying knowledge, skills, and abilities) with a more complex degree of difficulty/diversity. Employees of this class are expected to perform responsible program management duties associated with the day-to-day operations of the City's Economic Development programs.

This position is an "At-Will" Management position.

ESSENTIAL FUNCTIONS -- *Essential functions, as defined under the Americans with Disabilities Act, may include any of the following representative duties, knowledge, and skills. This list is ILLUSTRATIVE ONLY and is not a comprehensive listing of all functions and duties performed by incumbents of this class. Employees are required to be in attendance and prepared to begin work at their assigned work location on the specified days and hours. Factors such as regular attendance at the job are not routinely listed in job descriptions but are an essential function. Essential duties and responsibilities **may** include, but are not limited to, the following:*

- Provides excellent customer service to both internal and external customers.
- Obtains, analyzes and processes a wide variety of economic analyses and research designed to support efforts to promote and enhance the economic vitality of the community.
- Compiles and presents economic research including demographic changes, economic trends, strategic plans, and community competitiveness to staff, City Council and other partners in the community including the education sector, developers, and the private business sector.
- Establishes processes and procedures to execute initiatives and activities to facilitate the attraction of low impact/high wage employment for the community.
- Coordinates and executes liaison efforts for business attraction with other areas within the division including Redevelopment and Business Retention and Expansion.
- Actively works to strengthen business and community communications in an effort to mobilize the community for business development, retention/expansion, and attraction through the creation and implementation of marketing and outreach programs and identifying appropriate community contacts for companies considering the area.
- Regularly meets with and influences key decision makers regarding business and market conditions, recommendations regarding economic climate and possible necessary interventions to sustain the local economy.
- Develops programs to attract new businesses to the community.
- Performs and coordinates Economic Development program activities with other City departments in an effort to establish and maintain private sector partnerships.
- Proposes budget line items and needs for Economic Development programs.
- Develops long and short-range goals for the programs, implementing goals and objectives for special needs, projects, and systems.
- Performs liaison duties between the Economic Development section and other City divisions and sections, including Legal, Utilities, Development Services and Management Services.
- Represents the City at Economic Collaborative of Northern Arizona (ECONA) Attraction Team and internal team meetings with Community Development staff to include presenting information, representing the City's best interests, and influencing decision making.
- Performs work of substantial difficulty to inventory and analyze existing physical, social, and economic conditions.
- Provides guidance and assists local businesses in identifying key customers, strategies and target markets including analysis of key competitors and their strategies, industry trends and forecasts, as well as market size and sales, demographics and psychographics (lifestyle information), market

- research reports, prospective partners and resources, marketing lists and leads.
- Compiles and assesses the financial impact of information (from local and statewide agencies) concerning the local economy and businesses.
 - Research, identify and secure appropriate companies looking to expand and/or to relocate in Winslow.
 - Collects and analyzes data for workforce and business development programs.
 - Meets with local businesses and establishes measures to identify needs and issues that may be facing local enterprises.
 - Responsible for coordinating efforts with business incubators in attracting new companies to the community, as well as collaborating with the developers to attract science, technology, and sustainable businesses to Winslow.
 - Conducts site tours for companies/businesses considering relocating to the Winslow area. Meets and assists in connecting companies/businesses with developers, contractors, financial institutions, attorneys, etc. in order for them to have all the tools to locate to Winslow.
 - Establishes and promotes the development of policies to increase public awareness of community business needs.
 - Identifies and implements strategies to improve overall health of the local business environment.
 - Researches, collects, and analyzes information to generate statistical reports and economic development documents.
 - Coordinates the City's economic development activities utilizing City-owned commercial real estate.
 - Negotiates the final details of leases, development agreements, contracts, etc., as well as coordinating the sale or lease of the City's commercial property inventory with real estate prospects, developers and other interested parties.
 - Provides information on economic development programs, opportunities, and assistance to the public, possible tenants and clients.
 - Reviews and analyzes demographics, budgets, and financial information and prepares comprehensive reports regarding the planning and implementation of economic development.
 - Explains rules, regulations, projects, and program activities to the general public, other City employees, developers, and property owners.
 - Creates comprehensive client proposals for presentation regarding potential locates to the area along with recommendations for strategies to attract high wage positions including any incentive programs that may be offered to prospective employers and/or existing businesses.
 - Effectively communicates with the City Council, City officials, citizen advisory boards and commissions, elected officials, City employees, business owners, bankers, developers, media, neighborhood groups, and the general public in an effort to negotiate agreements, convey the needs of multiple parties, develop programmatic activities, explain project details, and prepare and present both oral and written reports and recommendations.
 - Keeps the City Manager apprised of economic development activities, and ensures that economic development statistical projections remain current, through oral and written reports.
 - Communicates Economic Development program activities, explain complex ideas, and recommend alternatives via correspondence, detailed analytical documents, City Council reports, and project status reports.
 - Serves as one of the City's first points of contact for economic development questions, responds to requests for information, prepares economic statistical data, and researches property profiles in an effort to attract potential companies to the area.
 - Develops and manages marketing and outreach programs for the City's Economic Development programs.
 - Designs and maintains the Economic Development page on the City website; and, ensures that statistical data, information and materials are current.
 - Represents the City through marketing, negotiation and transaction completion relative to the disposition of City-owned commercial property.
 - Prepares Requests for Proposals for City-owned land and development.
 - Reviews Requests for Proposals for City-owned land, reviews contracts, and determines if contract language meets the City's needs and requirements, and works with Legal Division to ensure that all contracts are in compliance with City and State statutes.
 - Represents the City's Economic Development program at conferences and trade shows.
 - Attends meetings of the City Council and various citizen advisory boards and commissions, and makes presentations regarding the City's Economic Development program.
 - Performs other related duties as required.

MINIMUM QUALIFICATIONS

Education, Training, and Experience Guidelines

Bachelor's degree in public or business administration, economic development, economics, planning, or related field AND five (5) years of progressively responsible experience in economic development (either municipal or private) including economic analysis and data collection; OR an equivalent combination of education, training, and experience.

Knowledge of:

- Day-to-day management and coordination of the City's economic policies and programs.
- Principles and practices of economic development analysis accompanied by a proven track record of results.
- Economic, geographic, and demographic factors that affect the community.
- Conducting advanced research methods and understand sources of information necessary for economic development.
- State and federal economic development programs.
- Working with public and private financing mechanisms to promote economic development.
- Commercial real estate transactions.

Skill in:

- Preparing clear and concise reports.
- Operating a personal computer including standard software and some specialized software.
- Interacting tactfully and professionally with City staff, outside agencies, and the public.
- Performing technical research.
- Studying, analyzing, and presenting oral and written reports of research.
- Establishing and maintaining effective working relationships.
- Communicating effectively both verbally and in writing.

LICENSE AND CERTIFICATION REQUIREMENTS

- Must possess, or obtain upon employment, a valid Arizona driver's license.
- Regular attendance is an essential function of this job to ensure continuity.
- Must be able to attend weekend and/or evening meetings.
- Must be able to travel out-of-town for meetings and trade shows.
- Must be able to obtain IEDC Certified Economic Developer (CEcD) certification within two years of hiring; and, attend annual training to maintain certification.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

Work is performed in a standard office environment with some occasional outdoor work.

The work environment and physical demands described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions